

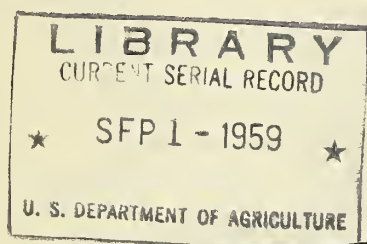
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CONSUMER PURCHASES OF Selected Fruits and Juices

MAY 1959



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UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

July 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONTENTS

	<u>Page</u>
Summary.....	4
Concentrated juices and ades.....	4
Single-strength juices, ades and drinks.....	5
Fresh and canned fruit.....	6

Tables and Figures

Purchases, percentage of families buying, and prices paid

<u>Table</u>	<u>Figure</u>		
1		Summary concentrated juices and ades.....	8
2		Summary single-strength juices, ades, and drinks.....	8
3		Summary fresh and canned fruit.....	9
4		Equivalent purchases of orange products.....	9
5		Equivalent purchases of grapefruit products.....	10
6		Equivalent purchases of lemon products.....	10
7	1	Frozen concentrated orange juice.....	11
8	2	Frozen concentrated lemonade.....	12
9		Shelf-pack orangeade.....	13
10		All frozen concentrated juices.....	13
11		All canned single-strength juices.....	14
12		Other frozen and canned single-strength juices.....	14
13	3	Chilled orange juice.....	15
14	4	Single-strength orange juice.....	16
15	5	Single-strength grapefruit juice.....	17
16	6	Single-strength lemon juice.....	18
17		Pineapple juice.....	19
18		Pineapple-grapefruit drink.....	19
19	7	Prune juice.....	20
20	8	Tomato juice.....	21
21	9	Single-strength orangeade.....	22
22	10	Fresh oranges - all areas.....	23
23	11	Fresh oranges - California-Arizona.....	24
24	12	Fresh oranges - Florida.....	25
25		Fresh grapefruit - California-Arizona.....	26
26		Fresh grapefruit - Florida.....	26
27	13	Fresh grapefruit - all areas.....	27
28	14	Canned grapefruit sections.....	28
29	15	Fresh lemons.....	29
	16	Percentage of families buying selected juices.....	30
	17	Percentage of families buying selected fresh fruit.....	31

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
MAY 1959

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Market Development Branch
Marketing Research Division
Agricultural Marketing Service

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

In May 1959, household consumers purchased substantially more pineapple-grapefruit drink, canned lemon juice, frozen concentrated lemonade, fresh oranges, and fresh grapefruit than in May 1958, and, moderately greater purchases were reported for frozen concentrated orange juice, fresh lemons, canned grapefruit, and tomato juice.

On the other hand, consumers purchased about 55 percent less canned orange juice than in May 1958. Also, purchases of canned grapefruit sections and pineapple juice declined about one-third and lesser declines were reported for chilled orange juice, single-strength and shelf-pack orangeades, and prune juice.

The 1958-59 orange crop was about 16 percent greater and the grapefruit crop 9 percent greater than in the preceding season when adverse weather conditions resulted in small crops. Production of lemons, however, was about the same as the large crops of the 2 preceding years. The pack of frozen concentrated orange juice rose to a new peak in contrast to a decline in production of canned orange juice to the lowest level in about 15 years. Output of canned grapefruit juice, although somewhat greater than in 1957-58, was well below the more normal pack of 1956-57.

CONCENTRATED JUICES AND ADES

Household consumers purchased only about 6 percent more frozen concentrated orange juice in May 1959 than in May a year earlier, when buying was at an abnormally low level following the severe freeze damage to Florida citrus crops. Purchases were down 7 percent in comparison with the preceding month, reflecting fewer families buying, as well as a smaller average size of purchase per buying family. ^{1/} Retail prices, which declined from December through April, rose 0.5 cent in May to 20.7 cents per 6-ounce can, 1.8 cents lower than a year earlier (tables 1 and 7, fig. 16).

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

Retail purchases of frozen concentrated juices other than orange in May 1959 dropped about 4 percent from the May 1958 volume. Prices were up moderately from a year earlier to an average of 19.1 cents per 6-ounce can (table 12).

About 16 percent less shelf-pack orangeade was purchased for home use in May 1959 than a year earlier. A smaller purchase by the average buying family was associated with the drop in volume. The average price paid, 18.9 cents per 6-ounce can, was 1.2 cents higher (table 9).

Household purchases of frozen concentrated lemonade in May 1959 rose one-third over May a year earlier to reach a new peak for the month. Purchases for the season beginning October 1958 were about 17 percent greater than in the corresponding 1957-58 period. About 11 percent of the Nation's families bought lemonade compared with about 9 percent a year earlier, and the average purchase, about 5.6 cans (6-ounce), was also slightly greater. Retail prices averaged 10.7 cents per can, nearly the same as a year earlier (table 8).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

Purchases of chilled orange juice continued to decline, with the May 1959 volume dropping 8 percent from the level of a year earlier. The decline reflected a smaller average size of purchase per buying family. Retail prices were up 0.5 cent to an average of 41.4 cents per quart (tables 2 and 13).

Retail purchases of canned orange juice in May 1959 were the lowest reported for any month of the 10-year history of this series; and prices, at 44.5 cents per 46-ounce can, were the highest. Only about 6 percent of the Nation's families bought the product, compared with 11 percent in May 1958, and the average purchase, 1.8 cans, was about 26 percent smaller. The pack of this product was the smallest reported in about 15 years (table 14).

Canned grapefruit juice purchases were moderately greater than the low volume of a year earlier. The gain was associated with a larger purchase per buying family. Retail prices averaged 28.8 cents per 46-ounce can, 1.6 ounces less than a year earlier and 7 cents less than the peak prices of November 1958 (table 15).

Household purchases of canned single-strength lemon juice climbed to a new peak in May 1959, with purchases rising 46 percent over a year earlier. The proportion of families buying was well above the usual levels for the month, and there was an increase of 15 percent in the average purchase. Retail prices, 10.1 cents per $5\frac{1}{2}$ -6-ounce can, averaged 0.5 cent less than a year earlier (table 16).

The quantity of pineapple juice purchased in May 1959, about two-thirds of the May 1958 volume, was the lowest reported in 8 years. Only about 9 percent of the Nation's families bought the product, compared with more than 12 percent a year earlier. Retail prices rose 3.1 cents to an average of 32.1 cents per 46-ounce can (table 17).

Householders bought about 16 percent less prune juice in May 1959 than a year earlier. A smaller proportion of families bought and there was a 9-percent decline in the quantity purchased by the average buying family. Retail prices averaged 44.2 cents per quart, 10.5 cents higher than a year earlier. The 1958 prune crop was substantially smaller than average and the indicated production for 1959 is about 7 percent below average (table 19).

Tomato juice purchases in May 1959 dropped 13 percent from the record high level of the preceding month to a level slightly above that of a year earlier. The average purchase was 12 percent greater than a year earlier. The proportion of families buying, however, was smaller. The average price was 25.6 cents for a 46-ounce can, 3.1 cents less than in May 1958 (table 20).

Aggregate purchases of canned single-strength juices other than the 6 individually reported were down about 7 percent in May 1959 in comparison with a year earlier. Retail prices for these juices averaged 38.3 cents per 46-ounce can, about 4 cents higher than a year earlier. The total quantity of canned single-strength juices purchased for household use was 16 percent less than the May 1958 volume. Retail prices for all single-strength juices averaged 15.1 cents per No. 2 can, a slight increase over a year earlier (tables 11 and 12).

Pineapple-grapefruit drink continued to find favor with consumers and purchases in May 1959 were about one-third greater than in the preceding May. The proportion of families buying rose from about 7 to 9 percent. Purchases averaged 2.2 cans (46-ounce) per buying family. Retail prices declined slightly to an average of 29.9 cents per 46-ounce can (table 18).

Retail purchases of single-strength orangeade in May 1959 were down 11 percent from the preceding month in contrast to the usual sharp seasonal increase, and were down 16 percent from May a year earlier. The smaller volume was associated with some decline in the proportion of families buying and with a smaller average size purchase per buying family. Retail prices, at 31.7 cents per 46-ounce can, were 4.3 cents higher than a year earlier (table 21).

FRESH AND CANNED FRUIT

Household consumers bought about 17 percent more fresh oranges in May 1959 than in the same month of the preceding year. On the average, the 34 percent of the Nation's families buying purchased 25 oranges at a price of 51.2 cents per dozen. This represented a gain of about 2 percentage points in the proportion buying, a 15-percent gain in the size of purchase, but a decline of nearly 11 cents per dozen in prices paid (tables 3 and 22).

Retail purchases of California-Arizona oranges rose 37 percent over May 1958 to equal the 1955-57 average for the month. The proportion of buying families and quantities purchased by such families were the largest for several years. Purchases were made at an average price of 51.8 cents per dozen, 14 cents less than in May a year earlier. U. S. Department of Agriculture estimates indicate that the California orange crop is somewhat larger than the 1954-56 average (table 23).

May 1959 purchases of Florida oranges were down 12 percent from a year earlier, and 57 percent from the 3-year average for the month. These declines were associated with a smaller proportion of families buying, along with smaller purchases per buying family. Retail prices declined 6.6 cents per dozen from May 1958 to an average of 51.5 cents. The 1958-59 Florida orange crop estimate is 7 percent smaller than the 1954-56 average (table 24).

Household purchases of oranges not identified as to origin increased about 15 percent over a year earlier. Purchases of Texas oranges, with the season nearly complete, dropped to about the vanishing point.

Householders bought about 28 percent more fresh grapefruit in May 1959 than in the preceding May. The gain was associated with more families buying, a larger average size of purchase per buying family, and a drop in retail prices from about \$1.17 per dozen to \$1.01 (table 27).

Purchases of Florida grapefruit (58 percent of the total May volume) were nearly two-thirds greater than in May 1958. Prices paid for these grapefruit dropped 38 cents to an average of \$1.05 per dozen. Production of grapefruit in Florida was about 13 percent greater than in 1957-58. Purchases of unidentified grapefruit also were substantially greater than a year earlier. Buying of California-Arizona grapefruit, however, with crops smaller than in the preceding season, was down about 16 percent. California-Arizona grapefruit were bought at an average price of 93 cents per dozen, slightly more than in May 1958. Purchases of Texas grapefruit, with the season about ended, were down about 23 percent (tables 25 and 26).

Purchases of canned grapefruit sections dropped 34 percent from May 1958 to the lowest level reported in this series which was begun in 1956. Only about 4 percent of the Nation's families bought in May, compared with nearly 6 percent buying a year earlier and 5 percent 2 years earlier. The average consumer paid 20.9 cents per No. 303 can, 1.2 cents more than in May 1958. The pack of canned grapefruit sections was moderately greater than in either of the 2 preceding seasons. Cumulative purchases of the product beginning with October 1958 were about 9 percent below the corresponding period of the 1957-58 season (table 28).

Retail purchases of fresh lemons rose 8 percent over May 1958 to equal the 3-year average for the month. A larger average size of purchase per buying family was associated with the gain. Retail prices were down 2.3 cents to 42.3 cents per dozen in May 1959 (table 29).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, May 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	4,131	3,915	2.1	2.3	19.6	18.1	24.8	24.2	6	20.7	22.5
Other	740	770	1/	1/	14.0	1/	1/	1/	6	19.1	1/
Total	4,871	4,685	2.4	2.5	18.5	17.1	27.6	27.6			
Frozen ades:											
Lemon	1,472	1,115	1.4	1.4	24.1	23.5	11.2	8.8	6	10.7	10.8
Lime	2/	1/	2/	1/	2/	1/	2/	1/	6	2/	1/
Shelf-pack orangeade	128	153	1.4	1.7	18.3	17.3	1.2	1.3	6	18.9	17.7

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, May 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	1,925	2,099	3.1	3.3	36.9	37.8	4.1	4.2	32	41.4	40.9
	1,000	1,000									
	<u>cases</u>	<u>cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	650	1,433	1.6	1.9	52.3	59.8	6.3	11.0	46	44.5	33.4
Grapefruit	882	815	1.4	1.5	70.3	61.2	7.5	7.4	46	28.8	30.4
Lemon	99	68	1.3	1.2	16.6	15.7	3.7	3.1	5 1/2-6	10.1	10.6
Prune	536	642	1.8	2.0	39.2	38.9	6.3	7.0	32	44.2	33.7
Pineapple	926	1,368	1.4	2/	58.3	2/	9.3	12.6	46	32.1	29.0
Tomato	1,846	1,794	1.5	1.6	66.3	55.5	16.0	17.4	46	25.6	28.7
Other	1,833	1,970	1.8	2/	45.0	2/	18.8	2/	46	38.3	2/
Total	6,772	8,898	2.4	2/	53.1	2/	45.2	2/			
Single-strength orangeade	461	550	1.5	1.7	72.2	77.1	3.6	3.7	46	31.7	27.4
Pineapple-grapefruit drink	1,079	808	1.4	2/	71.4	2/	9.4	7.3	46	29.9	30.2

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, May 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	1,195	872	1.9	1.8	12.0	10.1	24.3	21.2	51.8	65.6
Florida	486	552	1.9	2.1	12.0	11.6	8.3	8.8	51.5	58.1
Unidentified	255	222	1.3	1.5	11.8	10.0	6.8	6.3	48.1	57.3
Total 1/	1,976	1,686	2.1	2.1	12.0	10.5	34.5	32.1	51.2	62.0
Fresh grapefruit:										
California-Arizona	216	258	1.7	1.6	5.8	5.5	3.1	4.8	93.1	92.0
Florida	804	490	2.0	2.0	4.7	3.6	12.3	9.4	104.7	142.8
Unidentified	284	234	1.6	1.5	4.5	4.0	5.7	5.9	101.5	122.4
Total 1/	1,383	1,085	2.1	2.1	4.9	4.3	20.1	18.4	101.4	116.6
Lemons	393	363	1.6	1.6	7.7	7.0	21.8	21.7	42.3	44.6
Limes	2/	3/	2/	3/	2/	3/	.3	3/	2/	3/
Tangerines	2/	2/	2/	2/	2/	2/	.1	2/	2/	2/
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	200	303	1.4	1.4	34.1	34.7	3.9	5.7	20.9	19.7

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.
4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.	2,465	2,297	2,970	3,353	416	976	355	417	6,206	7,043
Oct.-Mar.	13,085	15,578	18,479	23,750	3,199	5,100	2,232	2,300	36,995	46,728
Apr.	2,466	1,884	2,980	3,090	440	937	346	395	6,232	6,306
May	1,976	1,686	2,768	3,030	389	893	343	386	5,476	5,995
Jun.		1,125		2,570		827		384		4,906
Oct.-Jun.		20,651		33,149		7,954		3,550		65,304
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,526		79,148

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period ^{1/}	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.	2,178	2,193	505	596	144	159	2,827	2,948
Oct.-Mar.	10,749	12,266	3,007	4,209	1,107	1,091	14,863	17,566
Apr.	1,958	1,638	647	657	167	187	2,772	2,482
May	1,383	1,085	648	610	144	203	2,175	1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

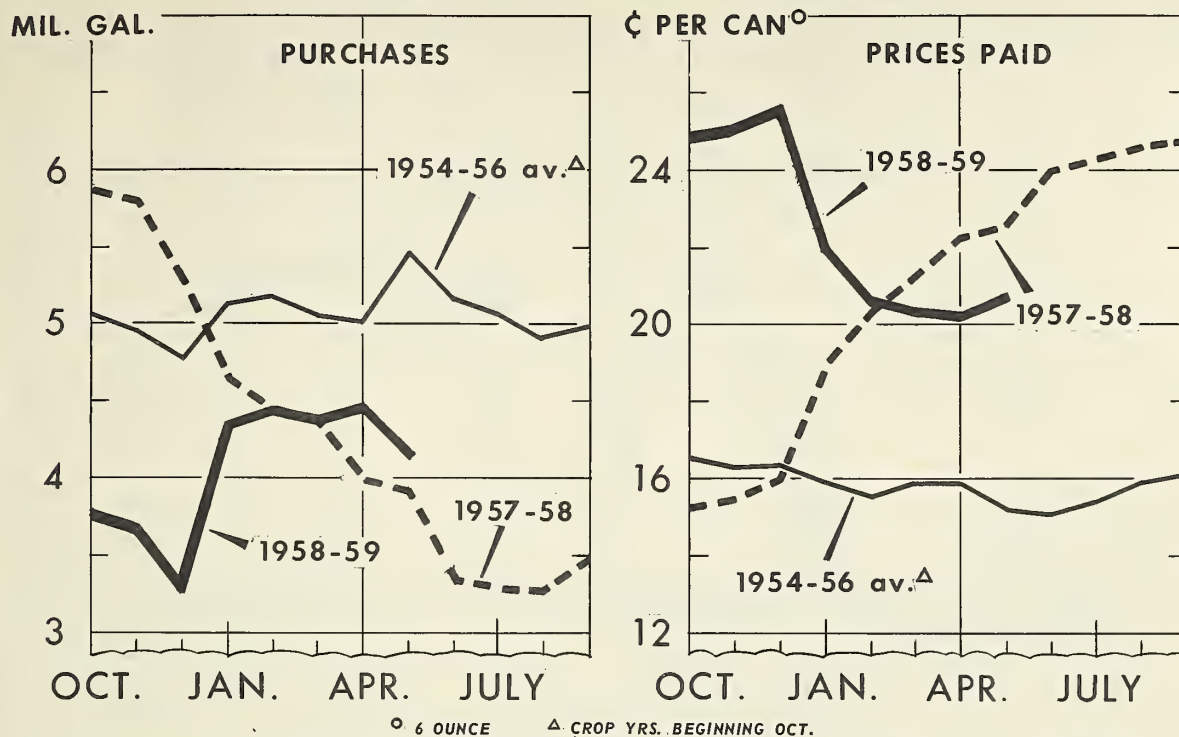
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period ^{1/}	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.	227	251	54	56	55	46	336	353
Oct.-Mar.	1,395	1,604	339	313	335	327	2,069	2,244
Apr.	296	295	58	57	111	92	465	444
May	393	363	102	70	311	235	806	668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

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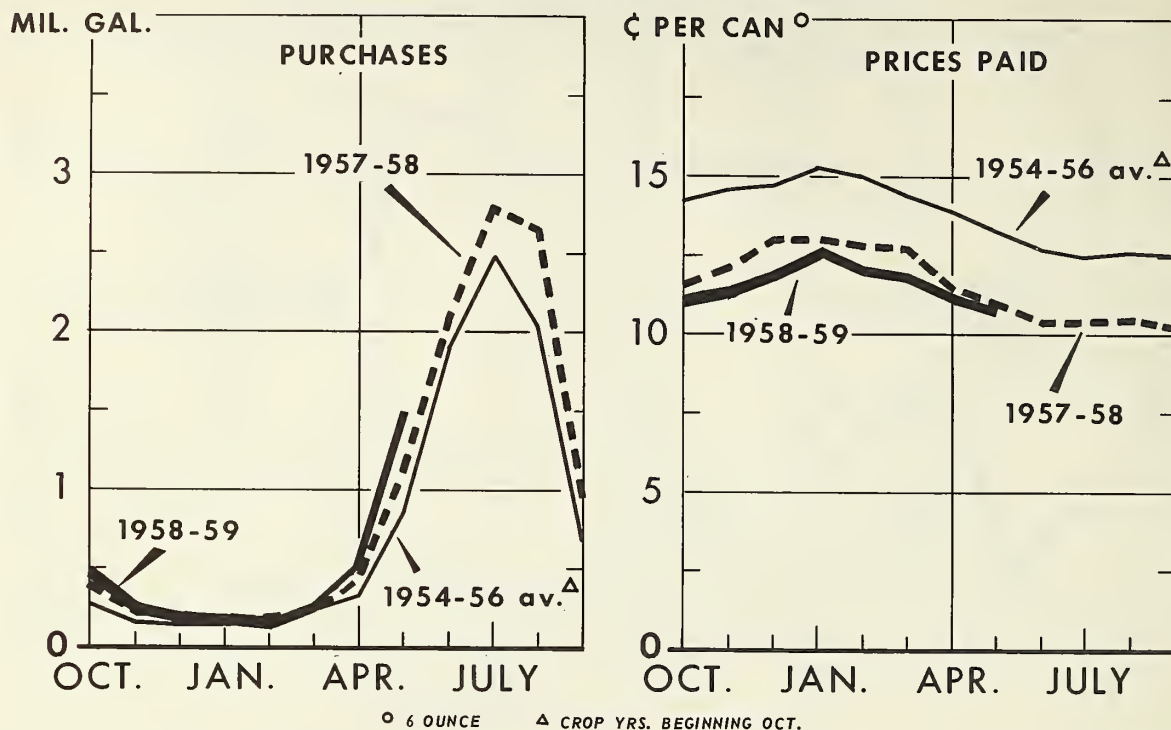
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000	1,000	1,000						
	gallons	gallons	gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.	4,367	4,360	5,043	26.1	26.7	27.7	20.3	21.2	15.8
Oct.-Mar.	25,707	32,753	32,579						
Apr.	4,448	3,992	5,006	25.8	25.2	28.0	20.2	22.2	15.8
May	4,131	3,915	5,441	24.8	24.2	30.8	20.7	22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (7) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	gallons	gallons	gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.	261	216	217	2.6	2.1	2.8	11.8	12.6	14.4
Oct.-Mar.	1,587	1,548	1,188						
Apr.	528	434	320	4.4	4.7	3.5	11.2	11.4	13.9
May	1,472	1,115	846	11.2	8.8	8.5	10.7	10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.	104	96	2/	1.0	1.0	.8	19.3	17.6	2/
Oct.-Mar.	597	678	576						
Apr.	106	127	124	1.0	1.2	1.1	19.0	19.0	17.1
May	128	153	85	1.2	1.3	1.0	18.9	17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.	5,057	5,181	5,652	28.8	30.0	29.6
Oct.-Mar.	30,305	37,466	36,129			
Apr.	5,204	4,876	5,574	28.6	28.9	29.9
May	4,871	4,685	6,057	27.6	27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period <u>1/</u>	Purchases <u>2/</u>			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases <u>3/</u>	1,000 cases <u>3/</u>	1,000 cases <u>3/</u>	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.	6,950	8,185	7,420	46.6	52.0	49.0	15.3	13.7	13.3
Oct.-Mar.	43,615	49,130	45,404						
Apr.	7,155	7,963	7,343	46.8	51.5	48.2	15.0	13.9	13.3
May	6,772	8,090	7,406	45.2	51.4	48.2	15.1	13.9	13.3
Jun.		7,182	7,323		51.3	49.1		14.0	13.4
Oct.-Jun.		74,649	69,303						
Jul.		7,348	7,120		51.4	47.8		14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

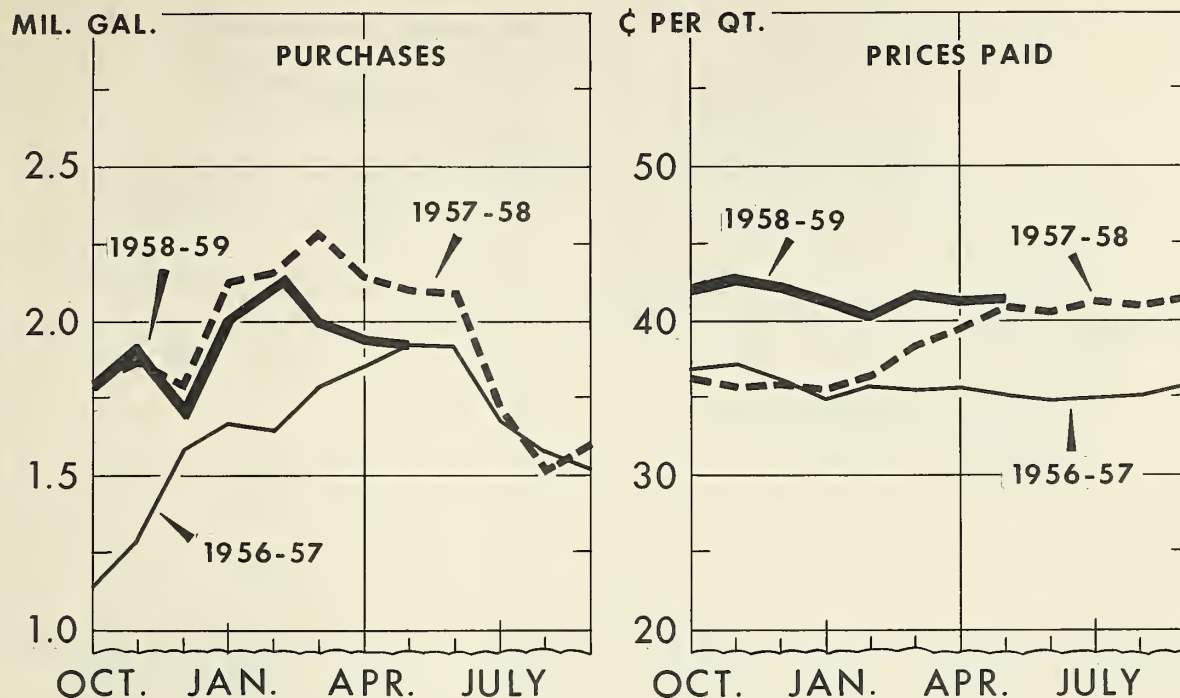
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period <u>1/</u>	Frozen concentrated juices <u>2/</u>			Canned single-strength juices <u>3/</u>		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>	1,000 cases <u>4/</u>
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.	690	821	633	1,807	1,924	1,519
Oct.-Mar.	4,598	4,713	3,599	11,441	10,564	9,131
Apr.	756	884	538	1,720	1,833	1,397
May	740	770	598	1,833	1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (7) AGRICULTURAL MARKETING SERVICE

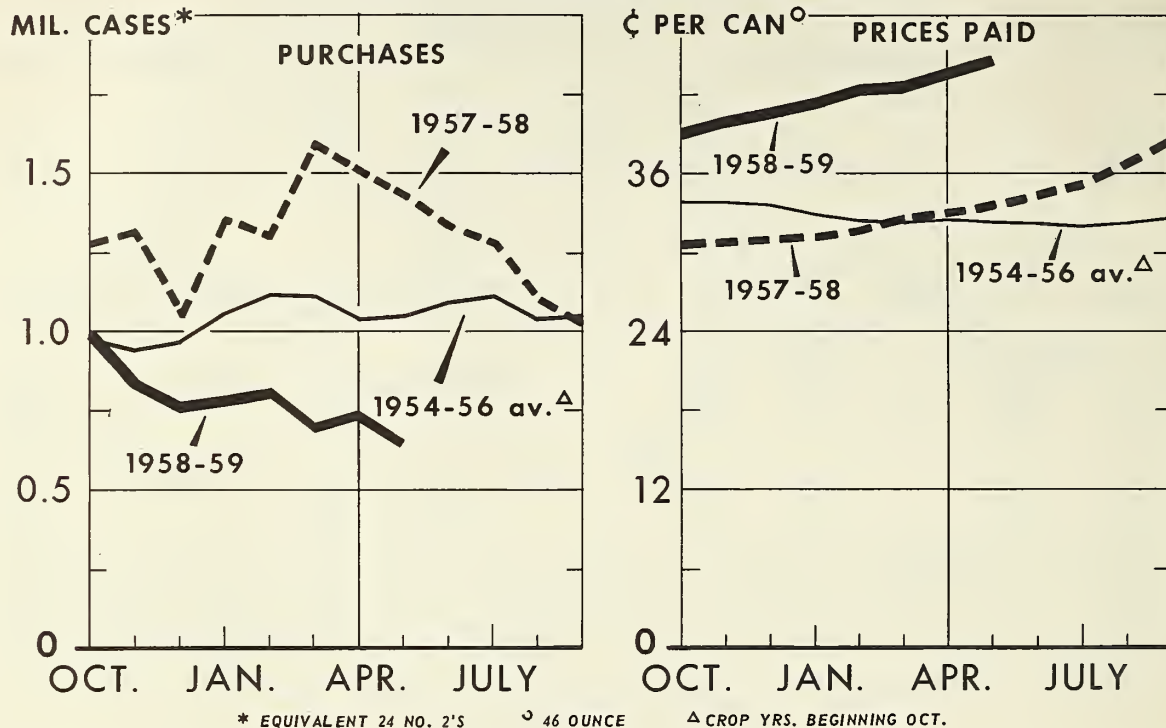
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period ^{1/}	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents ^{2/}	Cents ^{3/}	Cents ^{3/}
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.	1,993	2,277	1,794	4.4	4.8	3.4	41.6	38.4	35.5
Oct.-Mar.	12,343	13,153	9,968						
Apr.	1,942	2,147	1,858	4.1	4.4	3.6	41.2	39.6	35.6
May	1,925	2,099	1,937	4.1	4.2	3.5	41.4	40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Price per actual quart. ^{3/} Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-'59 (7) AGRICULTURAL MARKETING SERVICE

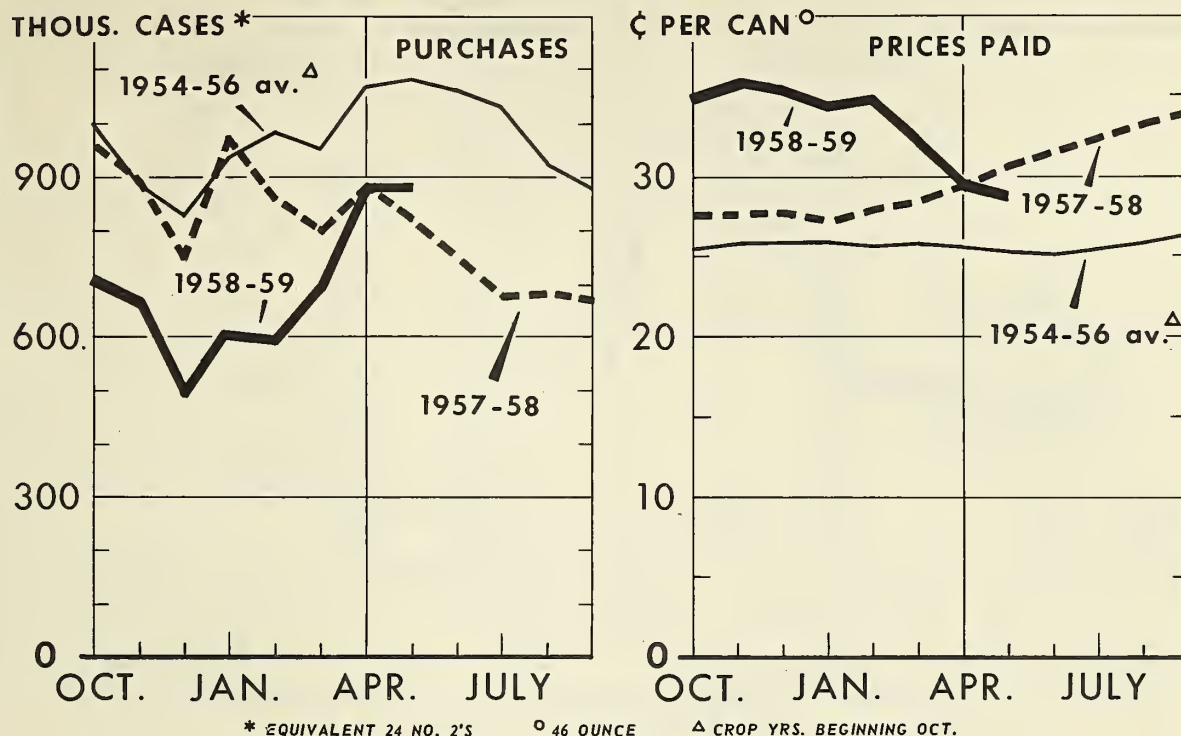
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.	694	1,580	1,113	6.7	11.8	9.1	42.5	32.6	32.2
Oct.-Mar.	5,231	8,548	6,685						
Apr.	734	1,504	1,033	7.0	11.4	9.2	43.5	32.8	32.4
May	650	1,433	1,046	6.3	11.0	8.1	44.5	33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

(NEG. 6650-59 (7) AGRICULTURAL MARKETING SERVICE

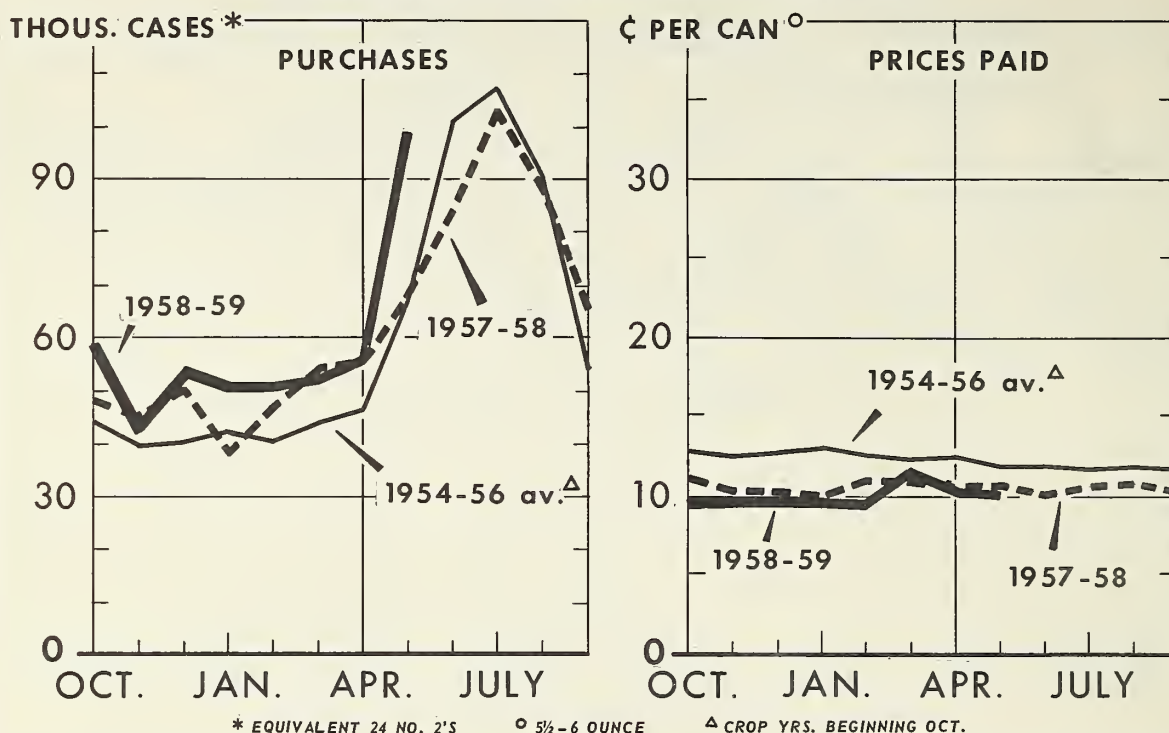
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.	689	798	950	6.5	6.9	7.3	32.4	28.4	25.9
Oct.-Mar.	4,064	5,639	6,037						
Apr.	880	879	1,069	7.3	7.8	8.3	29.6	29.5	25.7
May	882	815	1,083	7.5	7.4	8.1	28.8	30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (7) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.	52	54	44	2.4	2.3	2.5	11.5	11.0	12.4
Oct.-Mar.	329	304	274						
Apr.	56	55	46	2.6	2.6	2.3	10.4	10.4	12.5
May	99	68	67	3.7	3.1	2.9	10.1	10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.	1,079	1,297	1,400	10.4	12.4	12.9	32.2	29.1	27.5
Oct.-Mar.	6,929	8,046	8,507						
Apr.	1,066	1,172	1,388	10.6	11.8	12.5	32.5	29.6	27.4
May	926	1,368	1,312	9.3	12.6	11.2	32.1	29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

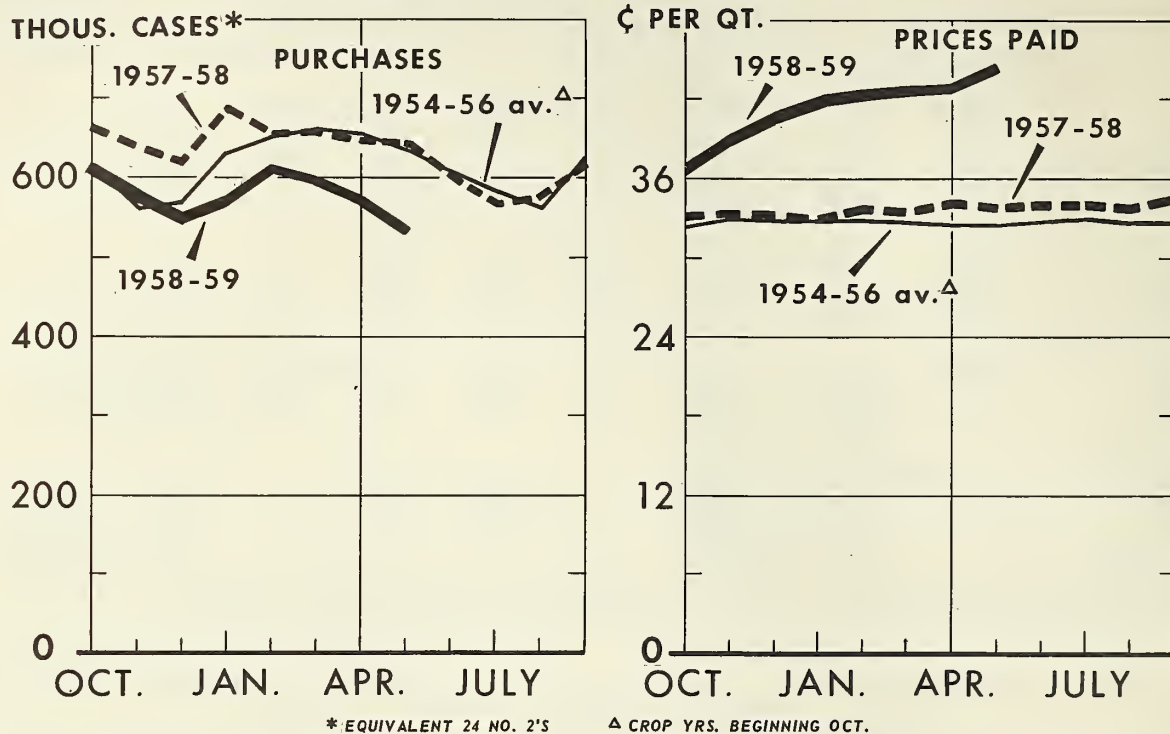
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.	973	755	423	8.6	6.9	3.9	30.5	29.4	29.3
Oct.-Mar.	6,433	4,183	1,850						
Apr.	1,000	621	443	8.5	6.3	4.4	30.5	30.9	29.2
May	1,079	808	549	9.4	7.3	5.7	29.9	30.2	27.9
Jun.		1,068	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59 (7) AGRICULTURAL MARKETING SERVICE

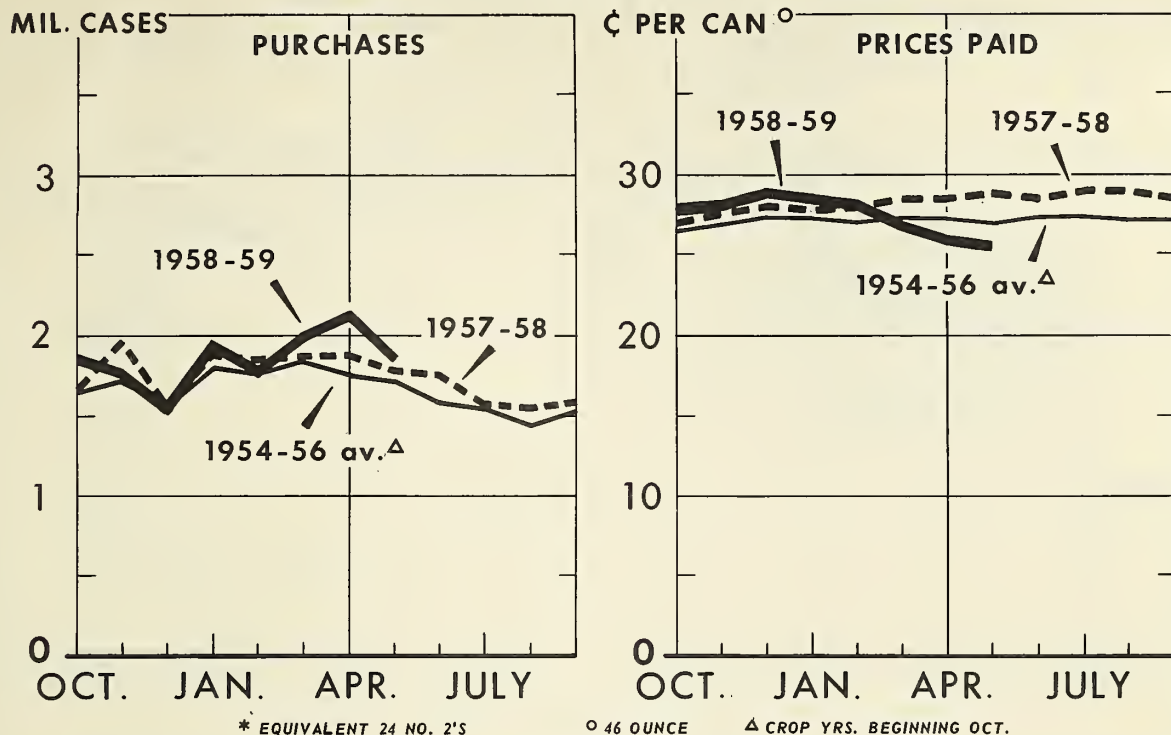
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57						1954-55/ 1956-57		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.	596	659	660	6.9	7.6	8.9	42.6	33.4	32.6
Oct.-Mar.	3,768	4,205	3,972						
Apr.	572	644	653	6.9	7.4	8.0	42.9	34.0	32.4
May	536	642	636	6.3	7.0	7.4	44.2	33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.		6,200	6,011						
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59 (7) AGRICULTURAL MARKETING SERVICE

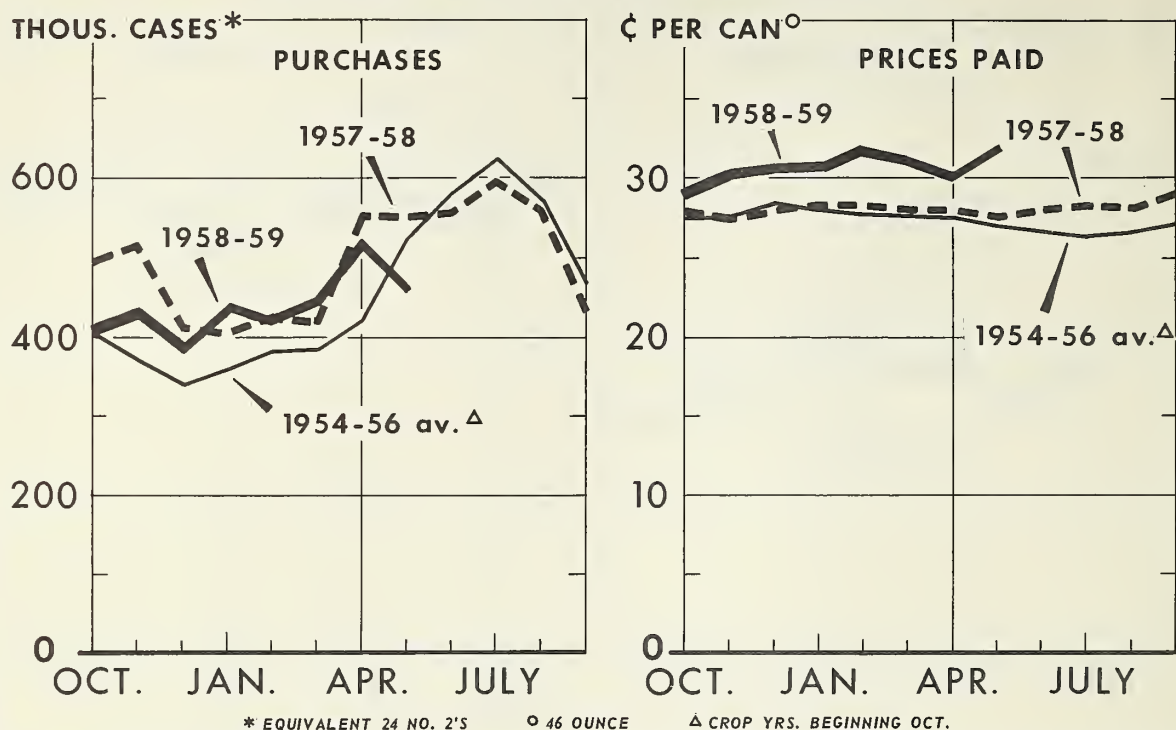
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.	2,033	1,873	1,846	18.1	18.1	19.2	26.9	28.5	27.3
Oct.-Mar.	11,853	11,824	11,282						
Apr.	2,127	1,876	1,755	18.5	18.6	18.9	26.0	28.5	27.2
May	1,846	1,794	1,715	16.0	17.4	18.1	25.6	28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59 (7) AGRICULTURAL MARKETING SERVICE

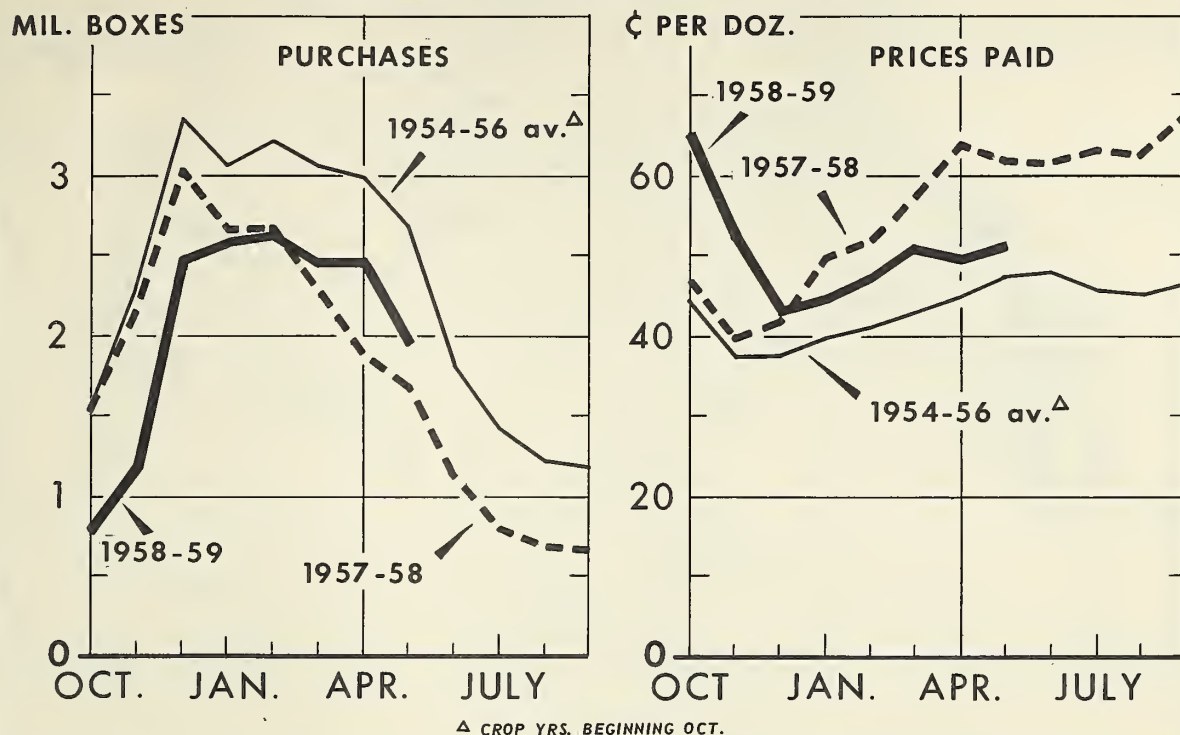
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.	444	417	385	3.7	3.2	3.2	31.0	27.8	27.7
Oct.-Mar.	2,691	2,867	2,422						
Apr.	517	553	420	4.0	4.4	3.4	30.3	27.9	27.5
May	461	550	524	3.6	3.7	4.2	31.7	27.4	27.0
Jun.		553	581		4.1	4.8		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (7) AGRICULTURAL MARKETING SERVICE

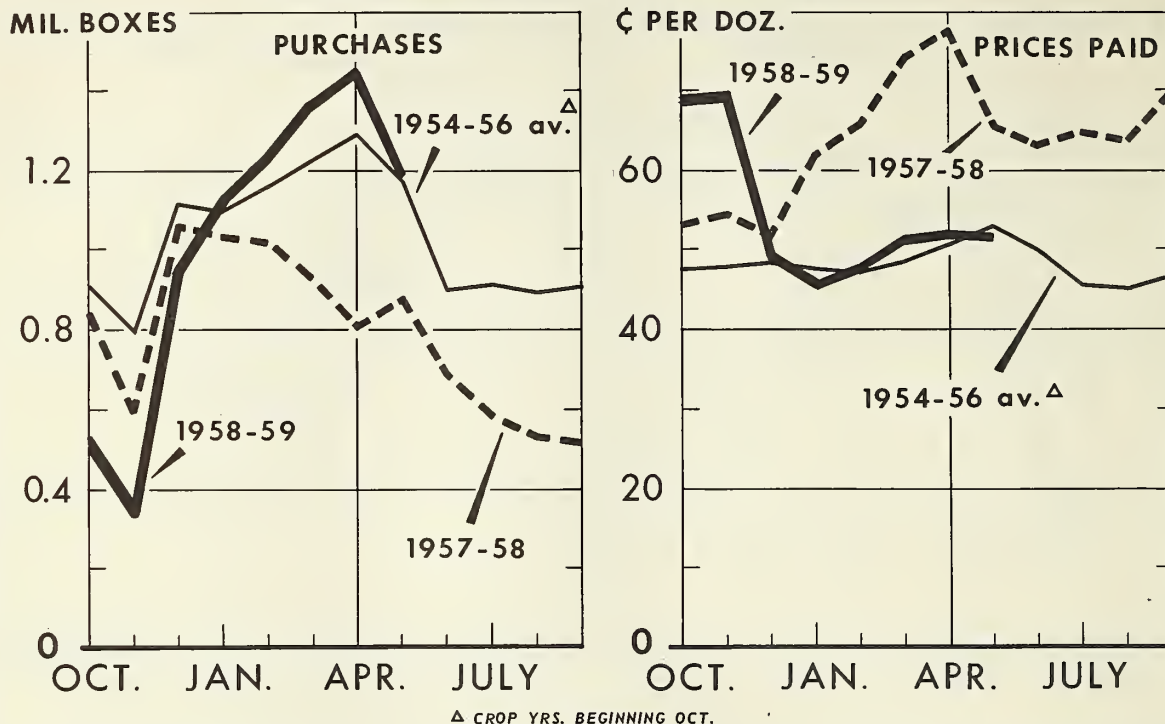
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.	2,465	2,297	3,059	40.5	39.7	42.0	50.1	56.8	43.0
Oct.-Mar.	13,085	15,578	15,167						
Apr.	2,466	1,884	2,986	38.2	33.7	42.8	49.9	63.7	44.8
May	1,976	1,686	2,682	34.5	32.1	39.8	51.2	62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (7) AGRICULTURAL MARKETING SERVICE

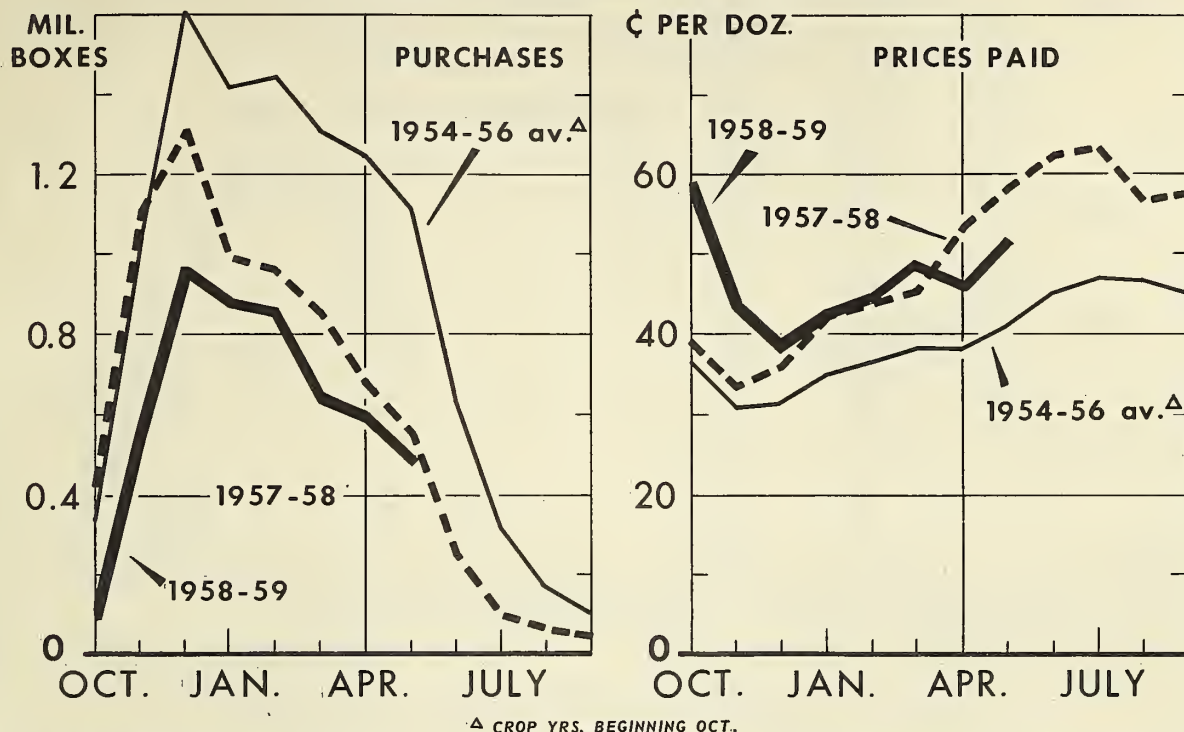
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.	1,374	922	1,227	26.2	20.3	21.4	51.4	74.5	48.5
Oct.-Mar.	5,935	5,924	6,865						
Apr.	1,435	803	1,291	25.8	18.5	23.6	52.1	77.7	50.7
May	1,195	872	1,176	24.3	21.2	22.8	51.8	65.6	53.0
Jun.		685	900		17.6	21.7		62.9	50.1
Oct.-Jun.		8,515	10,453						
Jul.		587	914		13.4	19.0		64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG-6657-59 (7) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.	646	851	1,301	11.0	15.0	16.7	49.0	45.1	38.2
Oct.-Mar.	4,353	6,153	7,848						
Apr.	606	675	1,244	9.7	11.3	16.1	46.0	52.9	38.2
May	486	552	1,118	8.3	8.8	14.7	51.5	58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.	239	281	209	3.1	3.9	3.3	78.4	71.7	71.8
Oct.-Mar.	1,129	1,390	1,052						
Apr.	239	283	200	3.2	4.3	3.1	81.9	79.5	71.4
May	216	258	178	3.1	4.8	2.8	93.1	92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

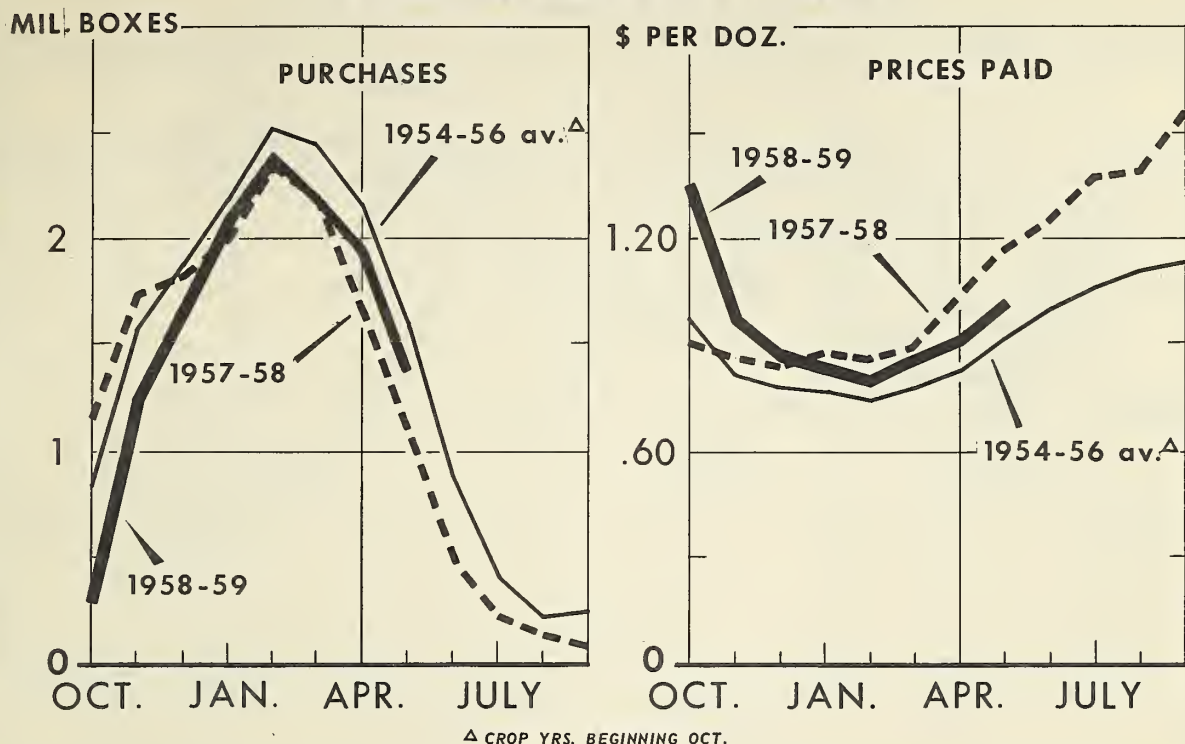
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.	1,260	1,055	1,448	17.3	16.3	19.4	89.8	100.9	80.7
Oct.-Mar.	5,883	6,500	7,188						
Apr.	1,170	793	1,285	16.2	12.8	17.6	93.9	118.4	85.4
May	804	490	940	12.3	9.4	13.9	104.7	142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (7) AGRICULTURAL MARKETING SERVICE

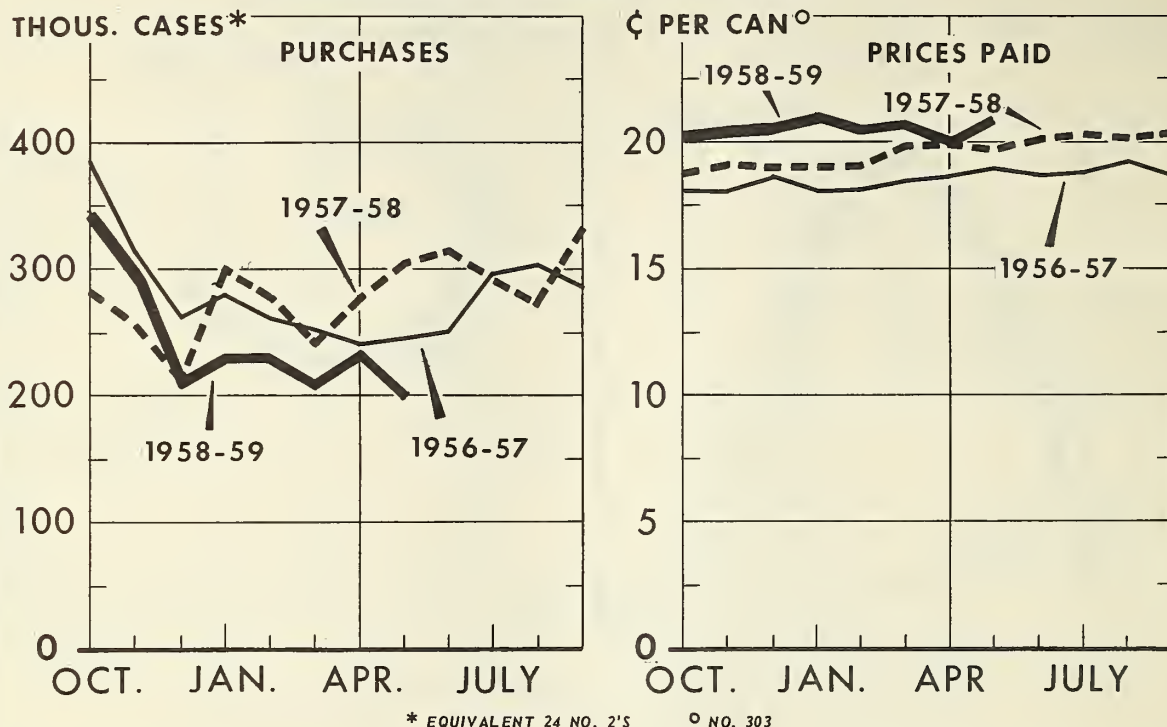
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	80.8	86.1	74.3
Mar.	2,178	2,193	2,440	28.2	30.1	30.9	86.1	89.6	77.7
Oct.-Mar.	10,749	12,266	12,619						
Apr.	1,958	1,638	2,153	26.6	23.7	28.4	91.2	103.0	82.1
May	1,383	1,085	1,587	20.1	18.4	22.4	101.4	116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (7) AGRICULTURAL MARKETING SERVICE

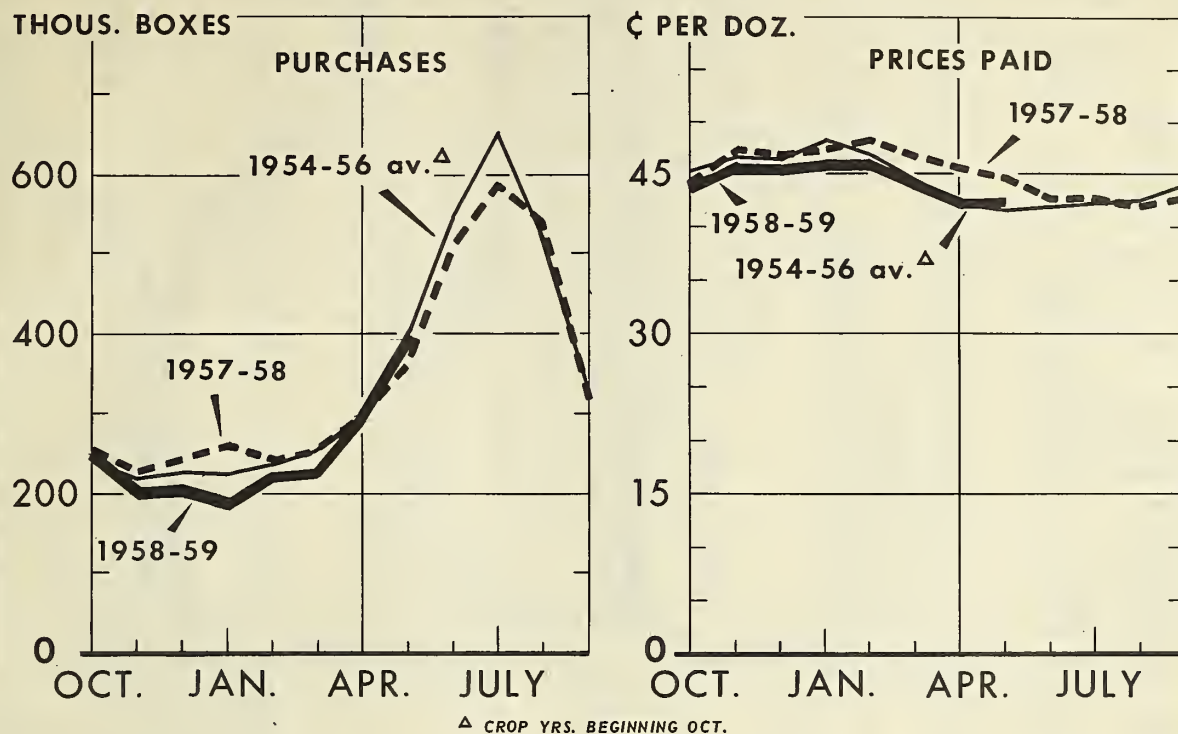
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.	209	240	250	4.1	4.7	4.6	20.7	19.8	18.5
Oct.-Mar.	1,628	1,675	1,853						
Apr.	231	278	238	4.3	5.1	5.0	20.1	19.8	18.6
May	200	303	242	3.9	5.7	5.0	20.9	19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

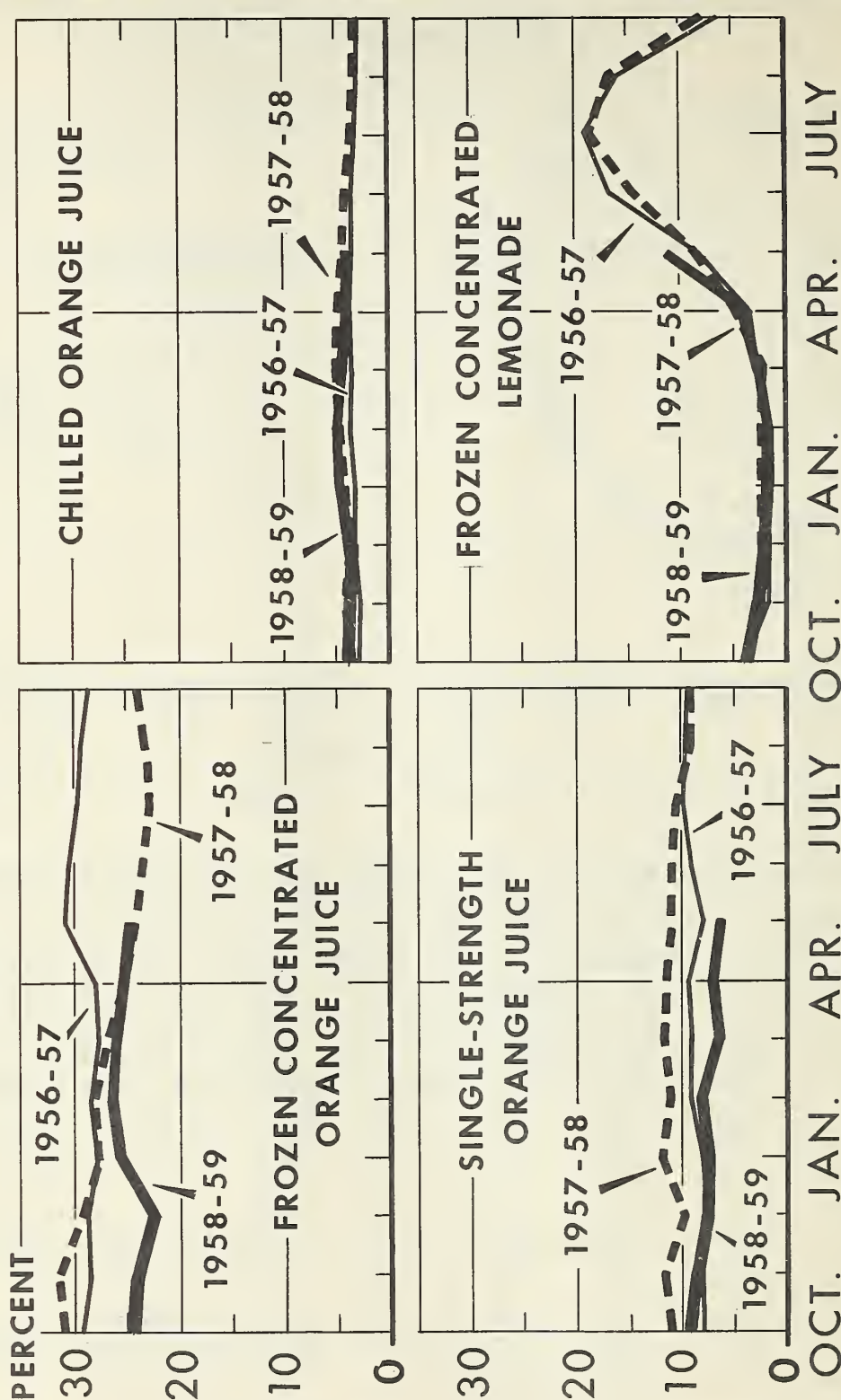
NEG. 6659-59 (7) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.	227	251	251	15.6	17.2	17.8	43.9	46.5	44.5
Oct.-Mar.	1,395	1,604	1,528						
Apr.	296	295	293	18.3	19.3	19.5	42.4	45.2	42.3
May	393	363	394	21.8	21.7	21.9	42.3	44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS

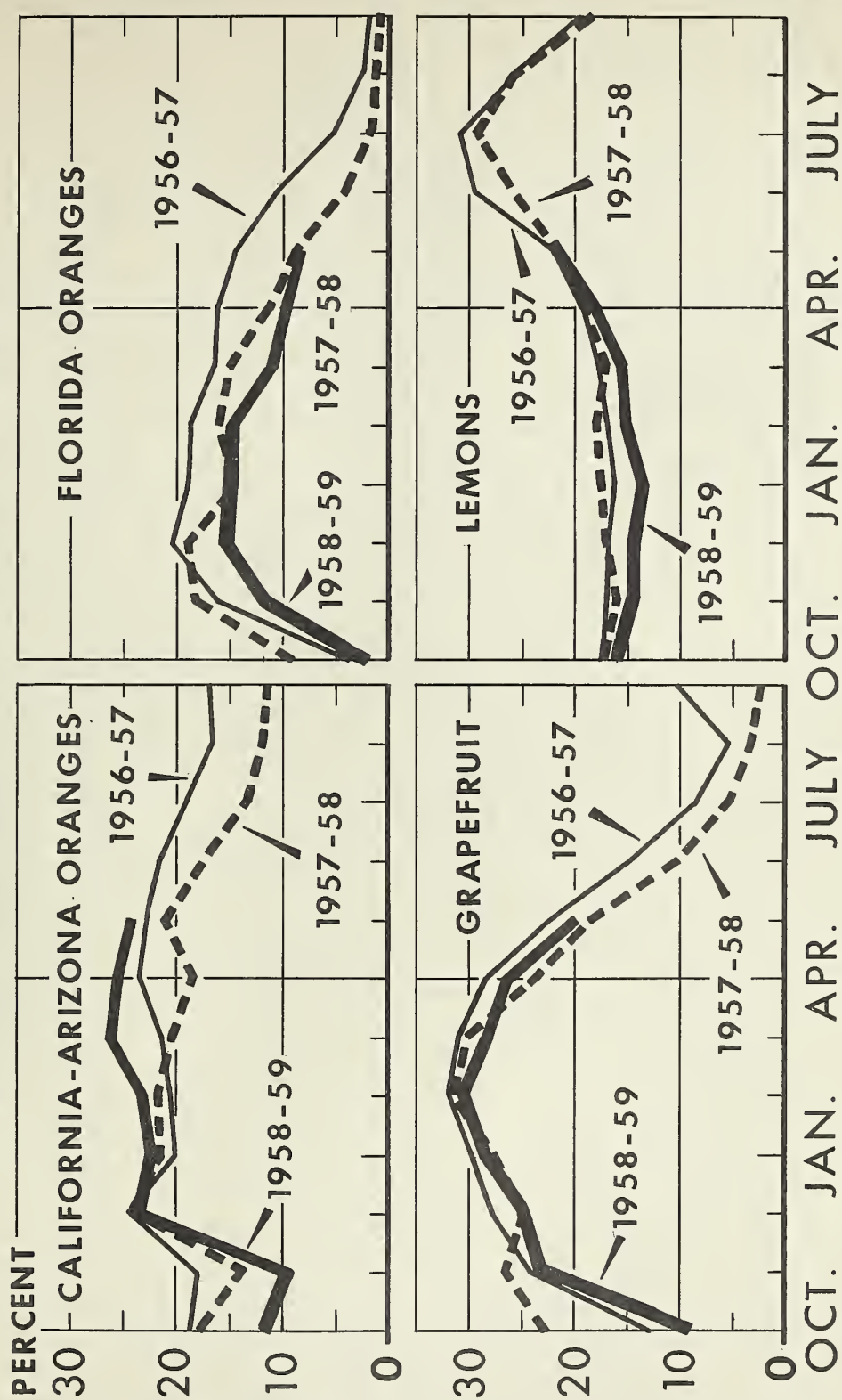


Figure 17

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AGRICULTURAL MARKETING SERVICE

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